

# Capitola City Council

## Agenda Report



**Meeting:** June 8, 2023

**From:** City Manager Department

**Subject:** Jade Street Park Universally Accessible Playground Fundraising Partnership

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**Recommended Action:** 1) Approve the playground naming procedure; and 2) Direct staff to draft a Sponsorship Policy.

**Background:** On November 22, 2022, the City Council authorized the Public Works Department to issue a Request for Proposals (RFP) for the design of a universally accessible (UA) playground at Jade Street Park. On February 9, 2023, the City Council authorized an agreement with Verde Design to design a UA playground at Jade Street Park. The City Council allocated an additional \$200,000 to the Jade Street Park Universally Accessible Playground Project (Playground) during the FY 2023-24 goal-setting session.

**Discussion:** Based on preliminary research, staff has determined a comprehensive UA playground project at Jade Street Park could cost approximately \$1,500,000. To close the funding gap, staff recommends a partnership with the Friends of County Parks (Friends) on a comprehensive fundraising campaign. Staff intends to bring a Memorandum of Understanding between the Friends and the City, and a Sponsorship Administrative Policy for the City Council's approval to the July 27 regular meeting, after receiving input during the June 8 meeting.

Staff seeks input regarding first the playground naming procedure and secondly, a sponsorship and donor recognition policy.

### *Memorandum of Understanding (MOU)*

To clearly establish roles and responsibilities in the fundraising effort, staff recommends the City enter into an MOU with the Friends. One important element of such an MOU will be the shared understanding of the project scope, and a mutually understood definition of what constitutes a Universally Accessible playground. Staff is working with the Friends to determine the best, and clearest explanation of UA playgrounds which will be presented at the hearing.

### *Playground Naming Procedure*

Staff and the Friends recommend that community involvement be sought in determining a name for the UA playground at Jade Street Park. Under this concept, community members will submit name suggestions via the Friends website. The Friends will lead a committee composed of members of Friends staff, City staff, and community representatives to determine the top 3 suggestions. As the final step in fall 2023, the City Council will vote to approve the playground name during a City Council meeting. This technique for choosing the playground name allows for broad public participation and creates a sense of community ownership over the project, which, in turn, can inspire donations and greater sponsorship for the playground. The Friends have followed a similar process in past projects to great success.

The Friends will begin to seek input on the playground name and create community buzz immediately upon approval of this concept process on June 8.

### *Playground Sponsorship*

Based on initial collaboration with the Friends, staff recommends highlighting the following areas as Major Sponsorship opportunities:

- Play area for ages 2-5

- Play area for ages 5-12
- Game Zone
- Sensory Garden
- Picnic Area

Sponsors for these areas will be publicly recognized on a major donor area (to be determined based on the playground design). Benefactors that donate \$1,000 or more may also be publicly recognized on a donor wall/feature. The Friends recommend that further components within the playground also be made available for sponsorship and recognition on the donor wall/feature, as this can build interest and excitement from donors.

Staff will draft a sponsorship administrative policy, incorporating the strategy outlined above and any other Council feedback received on June 8.

Fiscal Impact: None.

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Reviewed By: Julia Moss, City Clerk

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